

Advertising Forum Makes Shopping Safe In Minneapolis

Busy Vigilance Bureau Helps to Win Printer's Ink Cup

Minneapolis Journal a Powerful Aid to Local Work—
Leading Stores' Advertising of High Standard—
St. Paul Town Criers' Club Makes Start
to Bring Twin City Advertising
Standards Together

By SAMUEL HOPKINS ADAMS

Minneapolis, St. Paul, May 30.—For three years in succession the Printer's Ink Cup, awarded to that club which makes the best use of its opportunities, has gone to the Minneapolis Advertising Forum and now becomes its permanent property. In large measure this is due to the thorough, fearless and consistent work of the Forum's Vigilance Bureau. "Moral suasion" is the watchword of the organization, but if the erring advertiser prove recalcitrant there is the law in reserve and full readiness to invoke it. In many other places I have found merchants and advertisers indifferent or contemptuous toward the local advertising organization, or even ignorant of its existence. Not so in Minneapolis. Mention the Vigilance Bureau of the Minneapolis Forum to any local dealer and you will elicit a response. It may be appreciation, or it may be profanity. But they all know about it.

In consequence, this city is one of the safest places to shop in in the United States. Even the tricky terminology of merchandising has been all but eliminated, and those sly perversions, Manchurian Fox, Parisian Ivory, Iceland Fox (vide Gimbel's Commercial Fauna of the United States), Hudson Seal and the like, seldom appear in the local prints. Not only is the Forum effective locally, but it extends its activities into the national field and has materially aided the National Vigilance Committee in many investigations, notably that of the Ford Tractor Company. It is regarded with confidence by the straight merchants and with alarm by the crooked ones, and it enjoys the support of the two principal dailies. The principles, which it has fought for and established and is quietly but steadily broadening, pretty thoroughly permeate the entire commercial fabric of the city.

But the Forum did not educate Minneapolis by purely pacific methods. Its trail is by no means a rose-embowered path of peace. It has had its troubles. There was McCaffrey, for instance, and McCaffrey was, in the earlier days, typical of the inrooted belief that a man's business is strictly his own to run as he pleases, and the public be damned. McCaffrey (P. T. is his Barnumesque initials) as manager of the White Sewing Machine Company perpetrated this somewhat Barnumesque bit of advertising:

"Five New Standard Rotaries. Department Store Dealers Ask \$40.00. Sale price, \$24.50."

Now, new Standard Rotary sewing machines at \$24.50 would be a good bargain. But Mr. McCaffrey's exhibits were not new. They were old models, not carried by the local Standard Rotary agency for two years previous. When new this model was priced not at \$40 but at \$27.50. Moreover, one of the McCaffrey specimens was considerably marred. When Ira B. Henthorn, then secretary of the Vigilance Bureau, called upon Mr. McCaffrey to suggest a change, the manager was in an inauspicious mood.

"You're barking up the wrong tree," said he. "We don't advertise."

"Then who inserted this?" inquired the secretary, exhibiting the offer quoted above.

"I did," said McCaffrey. "We don't advertise—often."

"Do you think," inquired the secretary, mildly, "that the word 'new' is justified or that the \$40 department store price is correct?"

Mr. McCaffrey did think so. He thought so quite emphatically. He also thought various other things, such as that Mr. Henthorn was "butting in"; that Mr. Henthorn's criticisms were uncalled for and his personal appearance displeasing, and that he, McCaffrey, needed no advice as to how he should run his business. He further suggested other localities where Mr. Henthorn might feel more at home. But the Vigilance Secretary is also Scotch. He made a few remarks of his own which, while free of a certain unparliamentary quality that had characterized McCaffrey's observations, were not less but rather more to the point. They then held open debate upon sewing machines, the meaning of the word "new," and certain legal aspects of the art and practice of advertising. At the conclusion of the debate Mr. McCaffrey said that he had misconceived the purpose and activities of the Bureau and promised to adhere to a considered accuracy in his future excursions into print.

News spreads rapidly in the mercantile world. Soon it became known that the Vigilance Bureau "meant business"; that it couldn't be bluffed, and that it had the law behind it. The big stores got back of the movement. At least two of the local newspapers were friendly. Here and there a small advertiser would show fight; but in ninety-nine per cent of the cases not even the threat of recourse to the law was necessary. If the Portland Ad Club successfully prosecuted a circus, the Minneapolis Advertising Forum paralleled the feat by persuading the local manager to amend its claims. The Longfellow Gardens had been using street-car signs with the legend "Largest Menagerie in the Country." Evidence was quietly collected by the Vigilance Bureau that several other menageries were larger and presented to the management, which immediately withdrew the untruthful cards and substituted others.

Like all vigilance organizations, the local bureau gets many complaints based upon value claims; and, unlike many of the less assured clubs, does not hesitate to act on them. The Forum has recently published a comprehensive and thoughtful pamphlet on "The Theory of Comparative Values and Comparative Prices," by former Secretary Hugo Swan of the Vigilance Bureau, in which the writer sets forth his belief that "comparative statements are a confidence destroyer" and that their use "demoralizes both the public and business"; and there is a distinct local trend, particularly with the large stores, toward this view. But every now and then the bureau follows up some local claim and invites the advertiser to prove his point, as was the case with two shoe stores. One, Azine Brothers, advertised pearl gray

ers and advertisers whose interests they are protecting. Not always, however, do they get it. The Minneapolis Forum has had an unfortunate experience with no less a concern than the Howard Watch Company, which presumably through indifference or carelessness failed to afford proper assistance in the matter of protecting its own copyright. When the National Retail Jewelers' Association held its convention here Mr. Henthorn addressed the gathering on the subject of advertising, straight and crooked. Afterward the president of the Michigan Retail Jewelers' Association, who is a Howard watch agent, called attention to a flagrant case of misadvertising just across the street from the meeting. There T. S. Dobrin, a retailer, was displaying a card with this legend, "The Tudor Watch: \$2." Now, the real Tudor watch, which is of Howard manufacture, retails at from \$55 upward. Before any action could be taken it was necessary to determine whether "Tudor" is a trademarked word. As a matter of course, the Vigilance Bureau wrote to the Keystone Watch Case Co., which owns the Howard Watch Co., for information, asking a reply by wire. The Bureau did not get it. In fact, they did not get anything but a painful exhibition of dodging, shilly-shallying and time-wasting. Eventually, the Bureau in disgust turned the matter over to its counsel, who took it up with the watch concern's legal representatives. After further delay, and having, presumably, determined that an answer would not tend to degrade or incriminate them (in the legal formula), the watch company coyly admitted that "Tudor" was a trademarked name to the use of which it is exclusively entitled.

All of which should have taken five days at the outside. It took sixty. Disheartened by the long delay, the Vigilance Bureau gave up the idea of proceeding legally, and merely notified the offending retailer, who admitted that the watch was a "Tudor," not a "Tudor," and altered his sign accordingly.

How effective the Vigilance Bureau can be in the jewelry field the Abby Jewelry Company can testify. This store advertised a "special" in the form of the "Latest Thin Model Out; 17 Jewel Movement," which was represented to be worth from \$15 to \$20. Upon purchase the watch proved to be about a \$5 timepiece. One of the seventeen "jewels" was of red velvet. Eight others were fakes, and eight were genuine. The jeweller was convicted and fined, and the fine remitted on promise of good behavior.

High-sounding names have no deterrent effect upon the Forum's vigilance work. Though a conservative respectability seems to inhere in the very title of the Bankers' Home Mortgage Company, the Vigilance Bureau became suspicious of its advertised "\$200,000 of 6 per cent first mortgage bonds" with a beautiful and imposing picture of the building which constituted the security, and the statement that its appraised valuation was \$275,000. With due allowance for human error, it appeared upon investigation that the mortgage company had taken certain liberties with the truth, as follows:

(a) The bonds were third, not first, mortgage.

(b) The appraised value of the building was \$61,000, not \$275,000.

(c) The picture was faked.

When attempt was made to find the officials of the company there was discoverable only a line of footprints, largely spaced, as of persons recalling an important engagement elsewhere. So the attorney of the concern was served, and the company fined \$100.

With all the local demands upon it the Forum finds time to follow up interesting clues in the national field; and when Duffy's Malt Whiskey published a testimonial from Dr. K. M. Tegen, Ph. D., of Minneapolis, it set out upon the writer's trail. No such name was discoverable in the directory, but Secretary Henthorn broadened his investigation and discovered that an unfortunate of that name had committed suicide on the preceding Fourth of July. The Duffy's Malt Whiskey testimonial department has now a golden opportunity to revise the Tegen endorsement to this effect:

"Having used Duffy's Malt Whiskey for years, I have committed suicide, and can conscientiously recommend this preparation to others who are tired of life."

Another national advertiser who has come under the searchlight of the Forum is the A. A. Berry Seed Company, of Claribel, Iowa. The attention of aspiring farmers is directed to its advertisement of alskie and timothy at \$4 per bushel, "guaranteed as best tested, reclaimed seed." Would it not be a grand and glorious feeling (with the reverse English on Mr. Clare Briggs) to plant this kind of seed and reap a crop of Canada thistle, sow-thistle, the aesthetic but unremunerative ox-eyed daisy and thirty other varieties of weeds? That is what the trusting farmer who put his faith in the Berry guarantee seeds might get. An analysis by Mr. Oswald, the seed expert of the University of Minnesota (whose services to the Minneapolis Forum have been invaluable), shows that the sample purchased by the Forum was 20 per cent alskie, of which nearly half was infertile, 60 per cent timothy, of which about one-fifth was infertile, and the remaining 20 per cent made up of an agricultural miscellany, including thirty-four kinds of weeds. This was reported to local farm papers, which promptly dropped the advertising.

Other cities interested in cleaning up dubious automobile supply advertising might get valuable pointers from Minneapolis. A familiar form of trickery is that practiced by the Imperial Automobile Supply Company, Inc., which advertised locally "50 to 75 per cent saved on all goods," and specified the Stewart Vacuum Gasolene System as being a regular \$12.50 article, whereas its list price is actually \$10. Other statements of "regular" prices, which the local concern was

supposed to undersell, were found to be from 25 to 40 per cent above the facts. When the manager's attention was called to this he revised his arithmetic and changed the signs. But, erroneously assuming that the Vigilance Bureau would accept his promise of reform at face value, he presently returned to his old methods and offered a Stewart-Vacuum auto hand signal under the placard "Regular Price, \$5.00; Sale Price, \$2.95." As the regular price, so stamped on the box, is \$3.50, he was called to account; but continued his misstatements until prosecution was brought against the concern. A conviction was secured and a fine of \$25 inflicted. This case is considered important as being one of the few in which a dealer has been convicted for misuse of a claim of "value" or "regular price." As the Imperial Automobile Supply Company has branches in New York, Chicago, Springfield, Mass., and Kansas City, information was sent to the National Vigilance Committee for dissemination.

Another concern to be watched for elsewhere is the Maury Shoe Company, of New York. Their shoes were offered in Minneapolis (until the Vigilance Bureau compelled their withdrawal) as "U. S. Army Shoes." Passed by Inspector Hathaway. Inspector Hathaway belongs to the Iceland Fox family. He is a myth. The Maury "army" shoes are not U. S. army shoes. This firm also has been reported to the National Vigilance Committee.

A simple soul is President Jensen of the Jensen Printing Company, but not so simple as he was before the Vigilance Bureau had a conference with him over his advertisement of the "Guaranteed 7 per cent Preferred Stock" of his printing concern. In its time The Tribune's Ad-Visor department has received some weird and awful definitions of the meaning of "guaranteed," but nothing more surprising than Mr. Jensen's interpretation. His notion was that his preferred stock was guaranteed because it took precedence over the common, and was cumulative. In that faith he proposed to live and die, but was eventually convinced that a continuance of the advertising would be inadvisable.

Long distance effect of The Tribune's campaign in the field of automobile finance was responsible for a tilt between Thos. Conroy & Co., who had been selling Harroun Motor stock to Minneapolisians, and the Vigilance watchers. In the face of The Tribune's article on Harroun, something had to be done to bolster up the stock, so Conroy & Co. advertised that though they were ready to buy Harroun Motor Corporation stock at \$7 cash per share for all that could be delivered, not a share was offered at that price. In response to this, 100 shares of Harroun Motor Corporation certificates were offered to Conroy & Co., who refused to purchase them, on the ground that they were interim certificates and not stock certificates. But these certificates were exchangeable for stock. They were the only Harroun stock on the market, and Conroy & Co. admitted to representatives of the Advertising Forum that they had been selling them as stock.

Not always does the Bureau find crookedness when it starts on the trail. Sometimes it is nothing worse than error. An indignant complainant brought word to Vigilance headquarters that the Powers Mercantile Co., a department store, had been putting out a "baited" ad. of Unedea Biscuit and had refused to make good on the bargain offered. An investigator was sent to the store and found that the grocery department, having made a bad break in its advertising, had done its best to make good. In tending to offer the 6-cent packages of Unedea Biscuit for 5 cents, it had actually advertised 6 packages for 5 cents. Of course, there was a big demand. The store stood manfully to its erroneous offer, and sold out its entire stock of 100 dozen packages at the offered price of less than a cent a package. When the complainant who brought word to the Bureau arrived the lot was exhausted. To have advised the firm to be more careful about its ad. thereafter would have been superfluous. The Vigilance Bureau had nothing to proffer but its sympathy.

From the foregoing instances it is evident that the Vigilance Bureau's activities are directed chiefly against the smaller stores. This is not because of any fear or hesitancy in tackling bigger game; it is because the large shops and department stores have, in the main, advanced step for step with the Forum. On the whole, local store advertising is of a high standard. Such concerns as Maurice L. Rothschild & Co., the Young-Quinlan Co. and L. S. Donaldson & Co. have abandoned the devious ways of value and comparative price claims and stick to "straight copy." The Powers Mercantile Co., the New England and the Minneapolis Dry Goods

Co. are tending in the same direction. With the tendency in this direction, it is strange to find a high-class concern such as John W. Thomas & Co., the oldest general store in the city, clinging to the stale formulas "formerly priced," "sold regularly at," and "heretofore," which characterize nearly all of their bargains. Root & Hageman, another store catering to a good class of trade, plays fast and loose with credibility by repeated claims of value. "Every Hat Worth at Least Double Its Sale Price" is one of their choice offerings. The Nicollet Clothes Shop pipes the tricky tune of "25¢ clothes for \$15," and the Millinery Fashion offers eight for one in values, or, if that be insufficient, ten for one. But over the mercantile field in general the constructive influence of the Forum is evident.

In its campaign for higher standards the Forum has not lacked for newspaper support. From the start it has had the hearty cooperation of The Tribune and The Journal. Of the latter this was to have been expected, since The Journal is one of the cleanest advertising mediums in the country, its owner and editor, H. V. Jones, has for several years consistently declined to accept the advertising money of the quack and the swindler and has kept his columns as clean as skill and watchfulness can do it. To the fake advertising trade he is justly and unfavorably known as "one of the stiffest propositions in the game," and they fight shy of him.

His advertising manager, E. L. Clifford, is one of the pioneers of rigid guardianship of newspaper advertising. Four years ago he was forever with objectionable and deceptive medical advertising, cast out the swarm of blood-suckers that prey on the deluded hopes of the sick or frightened. Since then, unlike some other publications which establish high standards and then lapse away from them gradually, The Journal has given an increasingly strict interpretation to the definition of "objectionable" and "deceptive," until today no claim or hint of cure of any disease, however veiled, gains admittance to its pages. On the medical side it even rejects the common run of cathartics and accepts almost no external preparations, carefully watching the copy of those few it does accept to see that false claims do not creep in. Once in a while The Journal slips on its financial advertising. But this is from inadvertence, not from lack of principle. It carried Harroun Motors for a brief time, but became suspicious of the claims and dropped it. Arizona-Ray also got in, but only after the copy had been carefully edited. Ford Tractor and Emerson Motors never got a line in the paper except, as to the former, of exposure. Altogether, The Minneapolis Journal is entitled to rank among the highest exponents of the new and clean journalism. It is an asset to the community in which it is published and a powerful aid to local vigilance work.

Not long after The Journal forswore the profits of quackery its rival, The Minneapolis Tribune, announced that it would not accept misleading or objectionable advertisements. Pertinently inquiring on what basis The Tribune founded its judgments, The Journal pointed out in its contemporary more than a score of examples of major quackery, including cancer, piles, gout, rupture, a bust developer and a vitalizer. For these to-day one would search the pages of The Tribune in vain. In the course of his search he would find a good deal of quackery, including the dangerous Anti-Kamnia, the absurd Anurie and the claim of Elder's tobacco habit cure (in one day); but no representatives of the most vicious classes of advertising, and nothing disgusting or offensive. Moreover, every advertisement is plainly and honestly labelled as such. Some pretty queer financial propositions creep into The Tribune from time to time, such as the Once-Over Tiller, with its golden hint of 300 per cent, and the Minnesota Food Growers, Inc., which bought the use of the Secretary of State's name for stock; but, in justice to the paper, it must be said that they do not remain long. The Tribune gets a little cleaner every year. It is typical of that class of newspaper which is slowly but perceptibly sloughing off its excrescences of evil advertising.

Both The Journal and The Tribune are members of the Minneapolis Advertising Forum, and efficiently further

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HOTEL BRISTOL

129-135 W. 48th St.
Announcing the opening of the
TOP FLOOR FOR MEN EXCLUSIVELY
Beautiful cool rooms. Private roof garden
\$35 and \$40 weekly to permanent tenants.
T. ELLIOTT TOLSON,
Pres. and Mgr.

Come In Out of the Heat
and cool off at Shanley's. There is plenty of room, plenty of fresh air and no end of entertainment.

In fact there are twenty acts of enjoyment in the evening entertainment—from 7 to 1.

You will enjoy the special seven course luncheon—85c (Music) From 12 to 2:30 P. M.

SHANLEY'S
Broadway 43rd to 44th St.

HEARN

Fourteenth Street

West of Fifth Avenue

SHOPPING SATISFACTION

Means Much in Summer

That's Why More and More Shoppers Come Here—
They Always Find What They Want—
NO INVENTORY UNTIL END OF SUMMER

Following for both Monday and Tuesday:

For Midsummer Wear		For Women and Children		Muslin Underwear		At Timely Reductions	
Silks	Silks	32-inch Silk Skirtings	40-in. Crepe de Chine	35-in. Striped Taffetas	35-inch Chiffon Taffetas	34-inch Shantung	Children's Undermuslins
Effective, satin stripes single or double.	Full crepe weave, street and evening shades.	1.97	1.47	1.27	High lustre—all popular shades. Special..	1.47	CREPE BLOOMERS—white and pink—6 to 16 yrs.—our reg. .58—
40-inch Crepe Meteor		1.95					CAMBRIC SKIRTS —ruffle—emb. or lace edging—to 14 yrs.—our reg. .80—
Dull finish—light and dark colors.							CAMBRIC NIGHT DRAWERS —ruffled trimming—our reg. .29—
35-inch Satins		1.24					Also in Muslin Underwear Dept.
Light, dark and medium colors.							Women's and Misses' Pajamas

WOMEN'S NIGHT DRESSES—nainsook or cambric—emb'dy insertion and edge—tucked round or V neck—our reg. .78—

WOMEN'S NIGHT DRESSES—lace, embroidery or ribbon trimmed—special—

WOMEN'S PETTICOATS—deep ruffle of good embroidery or ruffles of lace and edge—our reg. \$1.28—

WOMEN'S PETTICOATS—nainsook—handsomely trimmed—with lace or embroidery—our reg. \$1.95—

WOMEN'S ENVELOPE CHEMISES—nainsook—rows of lace or embroidery—special—

ENVELOPE CHEMISES OF FANCY VOILES—white, flesh or daintily trimmed—shirring, tucks, laces, medallions or ribbons—special—

NAINSOOK COMBINATIONS—lace or emb. trimmed—yokes, skirts or drawers—our reg. \$1.24—

PRINCESS SLIPS—lace trimmed yokes—skirts to match—special—

36-inch Fine Weave Mohairs—Navy, cream, gray and black—our reg. .48—

44-inch All Wool French Serges—Fine twill. Special—

48 and 50-inch All Wool Cream and French and Storm Serges—our reg. \$1.48—

54-inch Mohair Siciliennes—our reg. .98—

All Wool Voiles—Firm, close weave—jet black only—

The Prices Are Reduced On All the Mid-Summer Cottons

CRISP LAWNs—in gay and winsome patterns—tiny print designs—polka dots—stripes or allover designs—Special—

CHIFFON VOILES—44 in., in all colors—some unusual tones—Special—

VOILES OF LOVELY PATTERNS—in great variety, including pinks, blues, greens and lavenders—Very special—

PONGEE-LIKE FABRIC—a mixture of silk and cotton, in tans, blues, pink, gray, heliotrope, rose, gold, chateau and navy—Special—

35-IN. SHANTUNG—a silk mixture—in natural color only—Special—

GINGHAMS—in the now very smart plaids—in uncommon variety—Blues, rose, tans and various other color combinations—Special—

Practical Bathing Suits Specially Priced

Various styles, including a single slip-on Mohair Suit (including tights), in either navy or black. Separate belt, white braid trimming. All sizes. Special clearance—

Bathing Caps . Special .45 Bathing Shoes . Special .84

Several styles, tight fitting or with brims—some have sunflowers—others bows on top—fetching colors.

Black, with stitching and trimmings in white.

Extra Size Crepe KIMONOS

Empire styles with elastic belts—Colors—Copen, gray, rose and navy. Sizes 48, 50 and 52. Special

Japanese Crepe Kimonos

In shades of blue—contrast embroidery on sleeve—belt attached—Special 1.65

Women's House Dresses

Ginghams and percales—various styles—all sizes to 44. Special, .94

Smart Sport Smocks

Of Wonderlin Cloth or Gingham.

Our Reg. . . . \$3.94

2.97

SLIP-ON and button-front models, including a charming pleated peplum style. Sash or patent leather belt.

Sport Blouse—Effective colorings in striped poplins.

Tailored Crepe de Chine Blouses—white or flesh—(odd lot). To clear—

See American, World and Times for Twenty-eight (28) Morning Specials—on Sale Monday and Tuesday Until 1 P. M.

A Card To Our Customers

We ask your aid in maintaining our usual low prices by co-operating with the plan of

The Commercial Economy Board of the Council of National Defense, which is that, beginning Aug. 1, 1917,

"No goods will be received for credit or exchange that are not offered to us within seven days from receipt. This rule does not apply to merchandise that is sold on a strictly non-returnable basis for sanitary or other reasons."

To further facilitate personal shopping—and for the benefit of those shoppers who do their bit by carrying the small parcels—we have installed Fifty National Cash Registers, establishing thereby a "no-wait" system for change and parcels.

Necessities BIG AND LITTLE For Baby

Many different styles in all white or white with pink or blue combinations, including one-piece or set in kimono models—ribbon run—plaid and fancy weaves—Our reg. \$1.25—

Pique Carriage Robes—Scalloped edge—Embroidered centers and lap with effective touches of eyelot work, bow knot and dainty floral patterns—

Special Lots of Little Tots' Lisle, Lawn and Madras Dresses—belted and waisted models—Our regular .57—

Little Tots' Rompers and Creepers—gingham, chambray and crinkle cloth—to 6 years—Our reg. .57—

Veils

For Sport, Travel and Street Wear

SHEETLAND VEILS—Our reg. \$1.48—light and dark colors. Also black and white.

CHIFFON VEILS—Hemstitched borders in all dark and light shades.

GEORGETTE CREPE VEILS

Of Interest Today To Men

HANDKERCHIEFS

Men's Colored Initial Handkerchiefs—broken assortment—special—

UNDERWEAR

Men's Balbriggan Underwear—short sleeves—athletic style—double seated drawers—value .38—

Men's Athletic Union Suits—fine checked white nainsook—sleeveless—knee drawers—our reg. .48—

Finer—our reg. .59—

Daily Needs the Year Round At Appreciable Savings

LINENS AND TOWELS